

The Intellectual Property Section of the State Bar of California
presents the



30th Annual Intellectual Property Institute

November 4-5, 2005

Napa Valley Marriott Resort & Spa

3425 Solano Avenue

Napa, CA 94558

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<http://www.napavalleymarriott.com>

- Enjoy an Exceptional Line-Up of Topics and Speakers presenting on substantive IP topics
- Earn up to 14.5 hours of MCLE credit
- Network, Share Ideas and Learn the Latest with Intellectual Property Professionals with Diverse Experience and Backgrounds.
- A full 2-days of Education for a nominal fee of \$475 for members of the Intellectual Property Section which includes education programs, program materials, Friday and Saturday Continental Breakfasts and Luncheons and the Friday night Reception



Register online by visiting: **www.calbar.ca.gov/ipsection**

The State Bar of California and the Intellectual Property Section of the State Bar of California are MCLE approved Providers.

PROGRAMS AT A GLANCE

Friday, November 4, 2005

TRACK I – Patents	TRACK II – Mixed
IP Due Diligence in Connection with an Acquisition or Investment in a Technology-Based Entity	
Making the Invisible Visible: Winning Strategies in Patent Litigation	
Inequitable Conduct	Copyright—Year-in-Review
Patent Law Experts: Their Selection and Role in Patent Litigation	
Evolving Role of Economics in IP	
Patent—Year-in-Review	Trade Secret Panel
Building a Premier Patent Portfolio Under Corporate Budgetary Constraints	Creative Ways to Resolve IP Disputes
Diversifying the Legal Profession (Elimination of Bias)	

Saturday, November 5, 2005

TRACK I – Patents	TRACK II – Mixed
Government Right to Seize Title in Inventions Funded Under a Grant, Cooperative Agreement, or Procurement Contract That Is Not Properly Disclosed	
Judicial Panel	Reality TV Protection
Pre-Suit Investigations in Patent Litigation	Brand Management
Patent Damages	IP Crimes: When Civil Infringement Turns Criminal
Advice of Counsel Regarding Another's Patent	Legal and Business Aspects of Financing Films with Equity Contributions by Advertisers and Broadband Video on Demand
Substance Abuse	



30th Annual Intellectual Property Institute | **November 4-5, 2005** | Napa Valley Marriott Resort & Spa

SCHEDULE OF EVENTS

Thursday, November 3, 2005

10:00a.m. – 4:00p.m.

Executive Committee Meeting

7:00p.m. – 10:00p.m.

Annual Executive Committee Alumni and Speaker's Reception & Dinner

Friday, November 4, 2005

7:00a.m. – 7:45a.m.

Continental Breakfast, Conference Registration & MCLE Sign-in

7:45a.m. – 8:00a.m.

Opening Remarks

8:00a.m. – 9:00a.m. (1 Hour MCLE Credit)

General Session

IP Due Diligence in Connection with an Acquisition or Investment in a Technology-Based Entity

Speaker: **Jane Song**, Paul, Hastings, Janofsky & Walker, LLP (San Diego)

9:05a.m. – 10:20a.m. (1.25 Hours MCLE Credit)

General Session

Making the Invisible Visible: Winning Strategies in Patent Litigation

Speakers: **Eric Jackson**, Robins Kaplan Miller & Ciresi, LLP (Washington, D.C.)
Craig Holden, Robins Kaplan Miller & Ciresi, LLP (Los Angeles)
William H. Manning, Robins Kaplan Miller & Ciresi, LLP (Minneapolis, MN)
Jake Zimmerman, Robins Kaplan Miller & Ciresi, LLP (Minneapolis, MN)

10:30a.m. – 11:25a.m. (.75 Hour MCLE Credit)

Track I – Patents

Inequitable Conduct

Speaker: **Lowell Anderson**, Stetina, Brunda, Garred & Brucker (Aliso Viejo)

10:30a.m. – 12:25p.m. (1.5 Hours MCLE Credit)

Track II – Mixed

Copyright—Year-in-Review

Speakers: **James D. Nguyen, Esq.**, Foley & Lardner, LLP (Los Angeles)
Melinda Demsky, Esq., Fox Group Legal (Beverly Hills)
Matthew A. Neco, Esq., Streamcast Networks, Inc. (Woodland Hills)
Dean Marks, Warner Bros. Entertainment Inc. (Los Angeles)

11:30a.m. – 12:25p.m. (.75 Hour MCLE Credit)

Track I – Patents

Patent Law Experts: Their Selection and Role in Patent Litigation

Speakers: **Michael J. Jester**, Law Office of Michael J. Jester (Coronado)
Tom Smegal, Knobbe Martens Olson & Bear, LLP (San Francisco)
Harris Zimmerman, Attorney at Law (Oakland)

12:30p.m. – 1:55p.m. (.5 Hour MCLE Credit)

Luncheon & Keynote Program

Evolving Role of Economics in IP

Keynote Speaker: **Ryan M. Sullivan, Ph.D.**, Bates White, LLC (San Diego)

2:00p.m. – 2:55p.m. (.85 Hour MCLE Credit)

Track I – Patents

Patent—Year-in-Review

Speaker: **Mark Itri**, McDermott Will & Emery, LLP (Irvine)
Matthew Weil, McDermott Will & Emery, LLP (Irvine)

Friday, November 4, 2005 *continued*

Track II – Mixed

Trade Secret Panel

Speakers: **Benjamin Scheibe**, Brown & Woods, LLP (Beverly Hills)
Kevin Bankston, Electronic Frontier Foundation (San Francisco)
James Pooley, Millbank, Tweed, Hadley & McClop, LLP (Palo Alto)
Hon. Conrad Rushing, California Court of Appeal, 6th District (San Jose)

3:00p.m. – 3:55p.m. (.85 Hour MCLE Credit)

Track I – Patents

Building a Premier Patent Portfolio Under Corporate Budgetary Constraints

Speakers: **Kevin J. Zillka**, Zillka-Kotab, P.C. (San Jose)
Christopher J. Hamaty, McAfee, Inc. (Plano, TX)

Track II – Mixed

Creative Ways to Resolve IP Disputes

Speakers: **Joel M. Grossman, Esq.**, Alternative Dispute Resolution Services, Inc. (Los Angeles)
Mark A. Wooster, Universal Studios (Universal City)
Zazi Pope, Warner Bros. Entertainment Inc. (Los Angeles)
Robert Schwartz, O'Melveny & Myers LLP (Century City)

4:05p.m. – 5:05p.m. (1 Hour Elimination of Bias in the Legal Profession Credit)

General Session

Diversifying the Legal Profession

Speakers: **Eric Jackson**, Robins Kaplan Miller & Ciresi, LLP (Washington, D.C.)
Craig Holden, Robins Kaplan Miller & Ciresi, LLP (Los Angeles)

5:05p.m. – 6:30p.m.

Wine-Tasting Reception



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Saturday, November 5, 2005

7:30a.m. – 8:00a.m.

Continental Breakfast, Conference Registration & MCLE Sign-in

8:00a.m. – 8:10a.m.

Opening Remarks

8:10a.m. – 9:10a.m. (1 Hour MCLE Credit)

General Session

Government Right to Seize Title in Inventions Funded Under a Grant, Cooperative Agreement, or Procurement Contract That Is Not Properly Disclosed

Speaker: **Holly Emrick Svetz**, Morrison & Foerster, LLP (San Francisco)

9:15a.m. – 10:45a.m. (1.5 Hours MCLE Credit)

Track I – Patents

A View From the Bench—Exploring Regional Patent Litigation Practices in the California District Courts

Moderator: **Stephen S. Korniczky**, Paul, Hastings, Janofsky & Walker, LLP (San Diego)
Speakers: **Hon. Rudi M. Brewer**, Senior Judge, United States District Court, Southern District of California (San Diego)
Hon. David O. Carter, United States District Court, Central District of California (Santa Ana)
Hon. James Ware, United States District Court, Northern District of California (San Jose)
Hon. Elizabeth D. Laporte, Magistrate, United States District Court, Northern District of California (San Francisco)

Track II – Mixed

Reality TV Protection

Speakers: **James D. Nguyen, Esq.**, Foley & Lardner, LLP (Los Angeles)
Brian Graden, MTV Networks & Entertainment (Santa Monica)

11:00a.m. – 12:00noon (1 Hour MCLE credit)

Track I – Patents

Pre-Suit Investigations in Patent Litigation

Speaker: **Jason Wilson**, Wilson Loh & Stris, LLP (Los Angeles)

Track II – Mixed

Brand Management

Speakers: **Miriam C. Breezy, Esq.**, Foley & Lardner, LLP (Los Angeles)
Gregory G. Economos, Sony Pictures Entertainment (Culver City)
Kimberly K Towner, Charles M. Schultz Creative Associates (New York, NY)
Jay Monohan, Esq., Ebay, Inc. (San Jose)

12:00noon – 1:20p.m.

Standing Committee Luncheon Meetings

Each Standing Committee meeting listed below is open to any Institute registration. Please select the committee luncheon you wish to attend by checking the appropriate box on the registration form.

Computer Law

Copyright Law

Diversity

Licensing

New Matter

Patent Law

Trade Secret Law

Trademark Law

1:25p.m. – 2:20p.m. (.95 Hour MCLE Credit)

Track I – Patents

Patent Damages

Speaker: **Brian Horne**, Knobbe Martens Olson & Bear, LLP (Los Angeles)

Track II – Mixed

IP Crimes: When Civil Infringement Turns Criminal

Speakers: **Peter J. Toren**, Sidley Austin Brown & Wood (New York)
Christopher Madel, Robins Kaplan Miller & Ciresi, LLP (Los Angeles)
Craig Holden, Robins Kaplan Miller & Ciresi, LLP (Los Angeles)

2:25p.m. - 3:25p.m. (1 Hour MCLE Credit)

Track I – Patents

Advice of Counsel Regarding Another's Patent

Speaker: **Stephen C. Durant**, Morrison & Foerster, LLP (San Francisco)

Track II – Mixed

Legal and Business Aspects of Financing Films with Equity Contributions by Advertisers and Broadband Video on Demand

Speaker: **Schuyler Moore**, Strook & Strook & Lavan (Los Angeles)

3:50p.m. – 4:50p.m. (1 Hour Substance Abuse Credit)

General Session

Substance Abuse

Speaker: **Carol Langford**, Attorney at Law (Walnut Creek)

Conference Adjourns

Registration Information:

The Intellectual Property Section welcomes all who are interested in Intellectual Property. You need not be a lawyer to attend, enjoy and benefit from this program.

Registration Fees:

Registration fees include admission to 14.5 hours of MCLE instruction, course materials, continental breakfasts, luncheons and the Friday evening reception

Three Ways to register:

Registration deadline: November 1, 2005

Online: Register online by visiting www.calbar.ca.gov/ipsection

Fax: You may fax your registration form to Program registrations at (415) 538-2368. All faxed registrations must be accompanied by a signature and MasterCard or VISA card number.

Mail: Mail registration form and check made payable to the State Bar of California or credit card information to: Program Registrations, The State Bar of California, 180 Howard Street, San Francisco, CA 94105.

Cancellations:

All requests for refunds must be received in writing no later than **November 1, 2005**.

Refunds will be issued less a \$50 non-refundable administrative cost. Refunds will not be available after the November 1st deadline; however, registrations substitutions are welcome.

Special Assistance:

Please call (415) 538-2585 for special assistance or TDD (415) 538-2231 for speech and hearing impaired.

Airline Discounts:

The State Bar of California has a discount program with United Airlines To make reservations, or for additional information, please call the United Group Meeting Desk at (800) 521-4041 and refer to file number 550QX.

Hotel Reservations at the Napa Valley Marriott Resort & Spa:

We have reserved a limited block of sleeping rooms at the Napa Valley Marriott Resort & Spa. Please contact the hotel directly at (888) 236-2427 to make your reservation. Please identify yourself as part of the State Bar of California Intellectual Property Institute to obtain the special rates of \$179 single/double plus 12% occupancy tax per night. Please make your reservation by **October 11, 2005**. Reservations made after the **October 11, 2005** deadline will be made on a space available basis at the confirmed group rate. Attendees housed at the Napa Valley Marriott Resort and Spa will receive a 20% discount on any spa services or products during November 2-6 except Saturday.

Information:

For more information, please call the Intellectual Property Section at 415.538.2375.

For registration information, please call program registrations at 415.538.2508.



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30th Annual Intellectual Property Institute REGISTRATION FORM

Three Ways to Register!

Online: Register online by visiting
www.calbar.ca.gov/ipsection

Fax: You may fax your registration form to
Program registrations at (415) 538-2368.
All faxed registrations must be accompa-
nied by a signature and MasterCard or
VISA card number.

Mail: Mail registration form and check made
payable to the State Bar of California or
credit card information to: Program Reg-
istrations, The State Bar of California, 180
Howard Street, San Francisco, CA 94105.

Bar Number: _____

Name: _____

Badge Name: _____

Firm Name: _____

Address: _____

City, State & Zip: _____

Phone: _____

Fax: _____

E-mail: _____
(Required for E-mail confirmation)

Guest: _____

(Note: If your guest is a non-attorney registration is complimen-
tary. Attorney guests must complete a separate registration
form and pay the appropriate registration fee.)

Registration Deadline: November 1, 2005

☐ Check here if you do not want your information released to
other IP Institute attendees and exhibitors/vendors.

Registration Fees:

- ☐ IP Section Members - \$475
☐ Non-Members of the Intellectual Property Section - \$575
(includes enrollment in the Intellectual Property Law
Section for 2006)
☐ Law School Faculty and students - \$215

Subtotal of Registration Fee \$ _____

Special Events:

Friday Luncheon (free for PAID registrants)

☐ I will attend FREE

Number of Guests - Friday Luncheon _____

_____ @ \$35 = \$ _____

Friday Wine-Tasting Reception (complimentary)

☐ I will attend FREE

Number of Guests - Friday Wine-Tasting Reception _____

_____ @ \$35 = \$ _____

Saturday Committee Luncheon

☐ I will attend FREE

(indicate which Committee luncheon you will attend)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Copyright Law | <input type="checkbox"/> Computer Law |
| <input type="checkbox"/> Diversity | <input type="checkbox"/> Licensing |
| <input type="checkbox"/> New Matter | <input type="checkbox"/> Patent Law |
| <input type="checkbox"/> Trademark | <input type="checkbox"/> Trade Secret |

Subtotal of Special Events Fee \$ _____

Total Amount Enclosed or to be charged \$ _____

Payment Method:

Registration fees may be paid by check, VISA or Master-
Card only. No other credit cards will be accepted. Make
checks payable to the State Bar of California.

- ☐ VISA
☐ MasterCard

Account Number: _____
(Visa or MasterCard only)

Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

**FOR REGISTRATION INFORMATION PLEASE CALL
415.538.2508**



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Trade Secret Litigation and Protection in California

The Intellectual Property Law Section of the State Bar of California is pleased to announce that our new treatise, *Trade Secret Litigation and Protection in California*, is NOW available for purchase and delivery via online ordering at **www.ipsection.org**. This treatise is a comprehensive review and analysis of California trade secret laws, and serves as a handy desk book to keep in your office or library. This new treatise covers what a trade secret is, misappropriation, trade secret protection programs, covenants not to compete and secrecy agreements, identifying trade secrets in litigation, protecting trade secrets in litigation, injunctions, monetary remedies, criminal prosecution, trade secret privileges, working with the government and various other subjects on California trade secret law.

Available NOW for purchase and delivery via online ordering at **www.ipsection.org**.

For a fax order form please call 415-538-2467.



State Bar of California
Intellectual Property Section
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San Francisco, CA 94105-1639

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